

**Claim Amendments:** Please amend all claims of record as follows.

Claims 1-21 (canceled)

Claim 22 (new): A greeting card comprising:

- a) folded substantially planar stock, said folded substantially planar stock having exterior surfaces and interior surfaces, wherein said interior surfaces are those that are covered as a result of said substantially planar stock being folded, and
- b) indicia selected from the group consisting of drawings and images and text, and
- c) cellular bubble material, containing burstable gas filled bubbles, that is affixed to one or more of said exterior surfaces of said substantially planar stock as an integral feature of said indicia.

Claim 23 (new): A greeting card comprising:

- a) folded substantially planar stock, said folded substantially planar stock having exterior surfaces and interior surfaces, wherein said interior surfaces are those that are covered as a result of said substantially planar stock being folded, and
  - b) indicia selected from the group consisting of drawings and images and text, and
  - c) cellular bubble material, containing burstable gas filled bubbles, that is affixed to said substantially planar stock as an integral feature of said indicia,
- wherein said substantially planar stock incorporates a pair of parallel folds separated by a distance corresponding substantially to one or two times the depth of the cellular bubble material, and said cellular bubble material is affixed to one or more of said interior surfaces of said folded substantially planar stock outside said pair of parallel folds.